

International Business Development

Case Study

Back in the day...

THE TRADITIONAL MODEL

Warwickshire College - six centres of excellence in education and training
Leamington | Rugby | Moreton Morrell | Pershore | Henley-in-Arden | Warwick

- International Office focused on recruitment only
- Heavily reliant on a small number of sources for the majority of students
- Students studying on a narrow range of programmes

- Changes in UKBA regulations and the strategic decisions of sponsors left us exposed to a significant loss in student numbers and revenue
- International Office operating as a silo within the college
- Key areas of strength within the college not being utilised

A new way forward...

CHANGE IN STRATEGY

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- **Self analysis**
 - Are our programmes fit for purpose?
 - Does our service meet the needs of current and prospective students?
 - How can we access new markets?

- Development of existing offer
 - Programmes redesigned to meet the requirements of sponsors and universities
 - Pastoral/tutorial support addressed
 - Price structure scrutinised

- **Developing new products**
 - Identifying gaps in current offer
 - Market research to identify needs
 - Working with HE partners to provide collaborative delivery and progression

- Identifying new markets
 - Reduce reliance on individual markets
 - Allow the development of new products
 - Increase student satisfaction

- Focus on partnership building
 - Opportunity for joint provision, training and consultancy.
 - Developing in-country partnerships to offer Warwickshire College programmes overseas



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- Focus on partnership building
 - Relationships within Warwickshire College developed to make international strategy integral to each department

- **New Opportunities**
 - Awareness of emerging markets and bidding opportunities
 - TVET UK / AOC / British Council / UKTI (OMIS)

New challenges...

UK BORDER AGENCY

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- Importance of HTS
 - Careful recruitment strategy (students/agents)
 - Detailed record keeping
 - Setting and adhering to rigorous procedures for agents/applications/offers

- Importance of HTS
 - Gives confidence to students
 - Gives confidence to partners and agents
 - Allows the broadest range of study

If nothing else remember...

KEY FACTORS

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- Flexibility and creativity
- Speed of response
- Quality of service